



LAND USE AND TRANSPORTATION ELEMENT CHAPTER 5

8.4 District and Focus Area Planning Factors, Objectives, and Policies

Five Districts have been identified within the Southwest's Montgomery Subarea, and are described in this section. This section also identifies proposals for change and improvement within the Districts and provides appropriate policies that will guide implementation of the vision for each District.

8.4.1 South Third Avenue District

Description of District

The South Third Avenue District (Figure 5-21) is a significant north/south commercial street that links several neighborhoods in the City. The District is generally located between L Street on the north and Palomar Street on the south.

Existing Conditions

Retail and services along Third Avenue support adjacent residential areas. Civic uses, including a post office and Lauderbach Park, are located near the intersection with Oxford Street.

Vision for District

The South Third Avenue District is an area with neighborhood-serving commercial uses and good transit service for residents of the single-family and multi-family homes. It is an attractive area, with recent streetscape improvements and renovated building façades, where residents enjoy walking to do their daily shopping needs or dine in a restaurant. Some redevelopment along Third Avenue has introduced additional residential units above retail shops and professional offices. These physical improvements, plus the addition of more local-serving shops and a community center have helped to create a vibrant mixed use core in the Southwest Town Focus Area that has become a community focal point in the Southwest Planning Area.

A transit station near the intersection of Third Avenue and Palomar Street, and a Bus Rapid Transit (BRT) route connect the Palomar Street Trolley Station with the eastern master planned communities and regional commercial centers. The transit station serves the Southwest Town Focus Area and provides additional transportation options for the area. Due to proximity to transit, residential densities are higher south of Oxford Street than north of Oxford Street.

Southwest Planning Area

South Third Avenue District

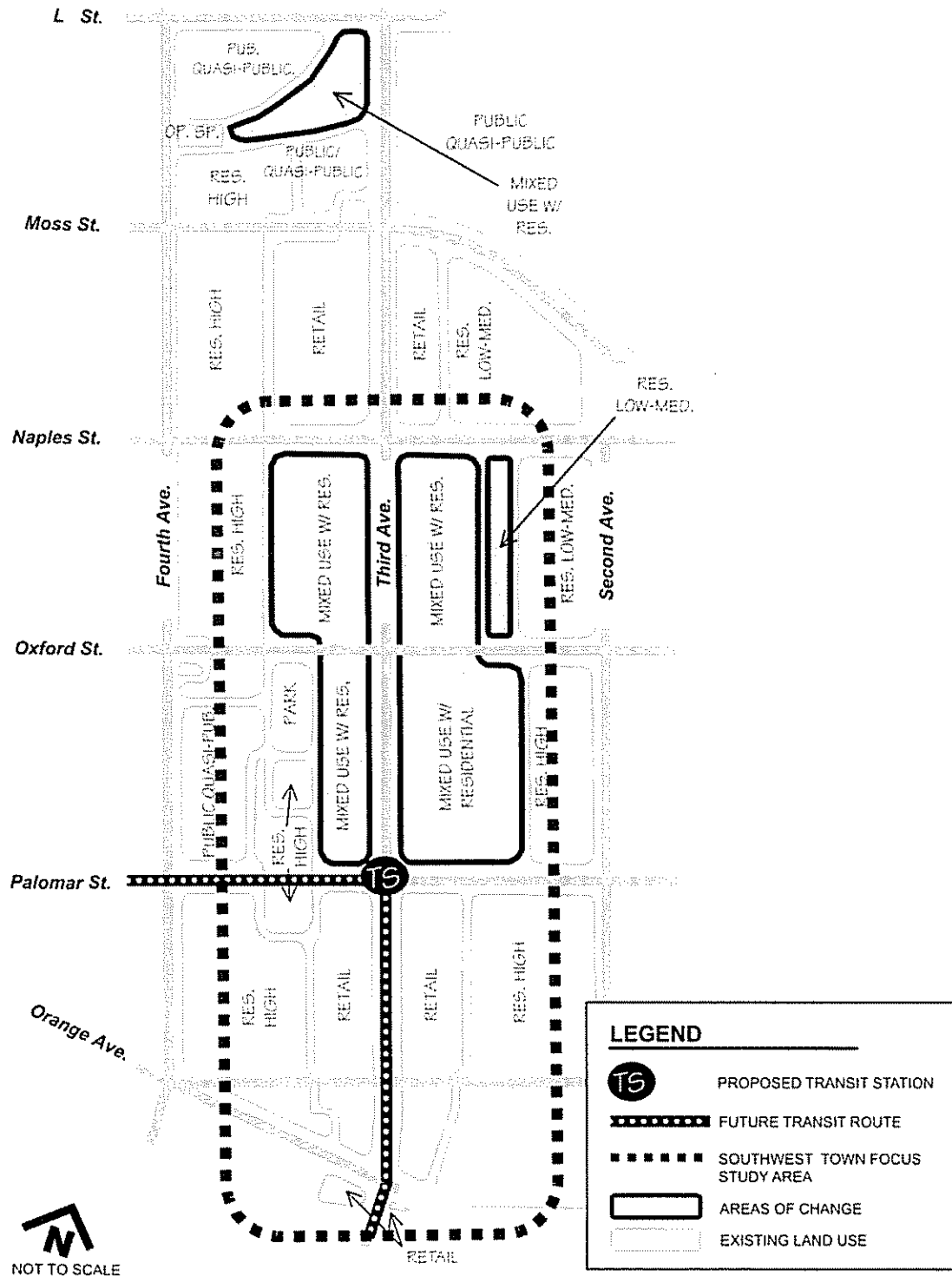


Figure 5-21

LAND USE AND TRANSPORTATION ELEMENT

- LUT 41.6** Encourage multi-family with limited retail in the area designated as Mixed Use Residential south of L Street and west of Third Avenue.
- LUT 41.7** Create a mixed use core with new residential and local serving retail in the area designated as Mixed Use Residential between Oxford Street and Palomar Street in the Southwest Town Focus Area that will serve as the focal point for the community in the Southwest Planning Area.
- LUT 41.8** Retain and enhance local serving retail uses in the area designated as retail between Palomar Street and Orange Avenue.

Intensity/Height

- LUT 41.9** In the South Third Avenue District, residential densities within the Mixed Use Residential designation are intended to have a district-wide gross density of 30 dwelling units per acre.
- LUT 41.10** In the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 1.0. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.8.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).
- LUT 41.11** In the South Third Avenue District, excluding the Southwest Town Focus Area, the commercial (retail and office) portion of the Mixed Use Residential designation is intended to have a focus area-wide aggregate FAR of 0.5. Subsequent specific plans or zoning ordinance regulations will establish parcel-specific FARs that may vary from the district-wide aggregate (refer to Section 4.9.1, Interpreting the Land Use Diagram, for a discussion of district-wide versus parcel-specific FAR).
- LUT 41.12** Building heights on both sides of Third Avenue shall be primarily low-rise buildings. Permit low-rise buildings in the Southwest Town Focus Area.